



March 5, 2014

**Group Networking Reception
Contacts Count**

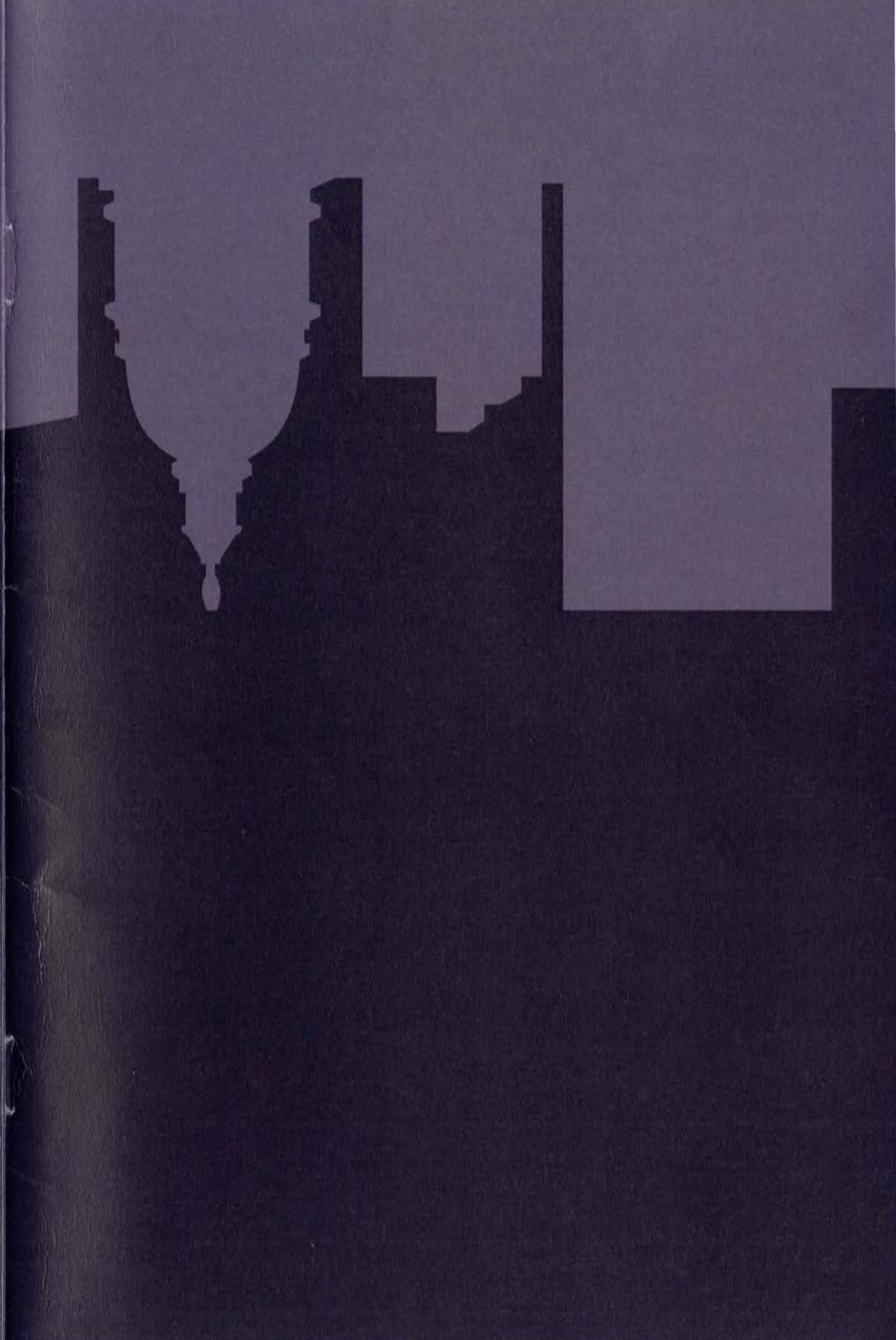
Deerwood Country Club

March 6, 2014

**Forum
The Way Women Lead**

Florida Blue Conference Center

Women's
LEADERSHIP FORUM
Jacksonville



Jacksonville Women's Leadership Forum

Agenda

Wednesday, March 5

Pre-Conference Event

Location

Deerwood Country Club
10239 Golf Club Drive
Jacksonville, FL 32256

5:30 p.m.–7:30 p.m. Contacts Count Pre-event Networking Reception,
sponsored by Brumos

Thursday, March 6

Conference Event

Jacksonville Women's Leadership Forum

The Way Women Lead

Location

Florida Blue
The Conference Center
4800 Deerwood Campus Parkway
Jacksonville, FL 32246

8:00 a.m. **Registration and Networking**

8:45 a.m. **Welcome Comments**

9:00 a.m. **Emotional Intelligence**, presented by Pat Baxter, Ed.D., senior
manager, Leadership Development, Bi-Lo Holdings, LLC

9:45 a.m. Q&A

10:00 a.m. **Break**

10:15 a.m. **Panel Discussion: Emotional Intelligence: The Male Perspective**

- Pat Baxter, Ed.D., senior manager, (moderator), Bi-Lo Holdings, LLC
- Patrick J. Geraghty, CEO, Florida Blue
- R. Travis Storey, office managing partner, KPMG LLP
- N. Wyman Winbush, Northeast Florida software sales leader, IBM, and board member, JEA

11:00 a.m. Q&A

Jacksonville Women's Leadership Forum

Agenda

- 11:15 a.m. **Keynote Speaker: Forget a Mentor, Find a Sponsor: The New Way to Fast-Track Your Career**, Notable Economist and Best-Selling Author, Dr. Sylvia Ann Hewlett, founder and CEO, Center for Talent Innovation; director, Gender and Policy Program, Columbia University's School of International and Public Affairs; and co-director, Women's Leadership Program, Columbia Business School
- 12:15 p.m. Q&A
- 12:30 p.m. Networking Luncheon
- 1:30 p.m. **The Workplace of the Future: Leveraging Programs to Benefit Your Career**, presented by Claudia Saran, principal, Advisory; and leader, People and Change Practice, KPMG LLP
- 2:00 p.m. Table Discussions
- 2:30 p.m. **Break**
- 2:45 p.m. **Panel Discussion: Women Leading and Managing Through Change**
- Claudia Saran, principal, (moderator), KPMG LLP
 - Liz Dantin, Chief Audit Officer, Fidelity National Financial
 - Rear Admiral, U.S. Navy (Ret.), Marsha J. "Marty" Evans, director, Weight Watchers International and The North Highland Company
 - Dr. Veronica Scott-Fulton, vice president of Operations and Patient Care Services, Wolfson Children's Hospital
- 3:45 p.m. Q&A
- 4:00 p.m. **Closing Comments**
- 4:15 p.m. **Post-forum Reception at Suite**, 4880 Big Island Drive, Suite 1, Jacksonville, FL 32246



Speaker Biographies



Morning Speaker



Pat Baxter

*Ed.D., Senior Manager,
Leadership Development
Bi-Lo Holdings, LLC*

Pat Baxter is the senior manager of Organizational Effectiveness at Bi-Lo Holdings, LLC, the nation's ninth largest grocery chain with over 60,000 team members in eight states. Her scope of responsibility includes leadership development and coaching, competency and skill assessment, and team development and assimilation.

Prior to Bi-Lo/Winn-Dixie, she served as a senior-level, globally focused Leadership Development executive and as a Talent Coach to several organizations. Her corporate experience includes functional leadership roles in Citigroup, Sykes Enterprises, Inc., UNISYS, AchieveGlobal, Right Management, and The Prudential. As a consultant and executive coach, Pat has provided services to firms such as American Express, Dollar General, Sweetbay Supermarkets, Comcast, Toyota, and the Association of Black Foundation Executives (ABFE).

Pat holds a doctorate from Argosy University in Organizational Leadership. Her thesis focused on the effects of emotional intelligence and gender on conflict management styles. Pat is certified in numerous assessments including the Birkman Method; EQ-i 2.0, MBTI, FIRO-B; and Benchmarks®.

Pat is a frequent speaker on emotional intelligence, driving organizational change, and on Latinos as a growing influence on business, education, and politics.

Pat has served on the Advisory board at the Center for Ethics at the University of Tampa, the Latin Community Advisory Committee (LCAC) at University of South Florida and as the education chair for the Florida Diversity Council, Tampa Bay chapter.

Pat has lived in Florida for the past 12 years, having moved from her native New York City. She is fully bilingual (Spanish/English), enjoys growing orchids, writing nonfiction, and cooking for her family and friends.

Keynote Speaker



Dr. Sylvia Ann Hewlett

*Economist and the Founder
and CEO*

Center for Talent Innovation

Dr. Sylvia Ann Hewlett is an economist and the founder and CEO of the Center for Talent Innovation, a Manhattan-based think tank. She founded and chairs a task force of 75 multinational companies focused on fully realizing the new streams of talent in the global labor market.

For the last nine years, she's directed the Gender and Policy Program at Columbia University's School of International and Public Affairs. She's also co-director of the Women's Leadership Program at the Columbia Business School. She is a member of the Council on Foreign Relations and the Century Association.

Sylvia Ann is the author of 10 Harvard Business Review articles and 10 critically acclaimed books, including *When the Bough Breaks* (winner of a Robert F. Kennedy Memorial Book Award); *Off-Ramps and On-Ramps* (named as one of the best business books of 2007 by Amazon.com); *Winning the War for Talent in Emerging Markets*; *Forget a Mentor, Find a Sponsor*; and *Executive Presence: The Missing Link Between Merit and Success* (forthcoming). She is currently ranked number 16 on the Thinkers 50 list of the world's most influential business gurus. Her writings have appeared in the New York Times, the Financial Times, Foreign Affairs, and the International Herald Tribune, and she is a featured blogger on the HBR Blog Network.

In 2011, she received the Isabel Benham Award from the Women's Bond Club as well as a Woman of the Year Award from the Financial Women's Association, and in 2013, she received a Work Life Legacy Award from the Families and Work Institute.

A Kennedy Scholar and graduate of Cambridge University, Sylvia Ann earned her PhD in economics at London University.

Afternoon Speaker



Claudia M. Saran

Principal

KPMG LLP

Claudia Saran is a principal with KPMG's Advisory practice and the U.S. national service line leader for People & Change. She serves on KPMG LLP's board of directors and is a member of KPMG's Women's Advisory Board.

Prior to her role at KPMG, Claudia held leadership positions in the People & Change area at several global management consulting organizations, including within strategy, organization and people in Arthur Andersen's business consulting organization and in strategy, process and transformation at Bearing Point. She most recently led the organizational effectiveness practice of Archstone Consulting.

In her 24 years of consulting experience, Claudia has led client engagements in the areas of Change Management, Leadership/Talent Management, Organization Design, and HR Function Optimization. She has worked with clients in a variety of industries and geographies. Example projects include the following:

- Led the Transition Management work stream of a Finance Transformation at an international consumer products company. The 18-month effort incorporated the design and implementation of a shared service center, enterprise-wide analytics, and finance people development components. The scope included general accounting, requisition-to-payment, HR/payroll and reporting processes, and utilized a standard Lawson/Hyperion platform to support more standardized operations across 28 disparate business units.
- Directed the change management effort (including project branding, leadership and stakeholder engagement, workforce/job impact, and communication) associated with the migration to a common corporate consolidation and reporting platform at a global food company.
- Led the Change Management work stream of an Enterprise Finance Transformation at a large utility. Areas within scope included establishment of the Finance Strategy and overall Finance Transformation road map, followed by:
 - 1) Finance Business Intelligence/online reporting system using PeopleSoft EPM, Business Objects, and a Sharepoint Web portal, 2) Finance Process Improvement and People Development, 3) Enterprise Budgeting, and 4) Enterprise Activity-Based Management to support operational cost management.

Panelist Biographies



PANEL #1

Panelist Biographies



Patrick J. Geraghty
Chief Executive Officer,
Florida Blue

Patrick "Pat" Geraghty is chairman of the board of directors and chief executive officer (CEO) of Florida Blue, the state's largest health plan serving more than seven million people in Florida and providing Medicare payment services to beneficiaries across 15 other states.

Prior to joining Florida Blue in 2011, Pat was president and CEO of Blue Cross and Blue Shield of Minnesota (BCBSMN). He is leading a transformation at Florida Blue from insurance company to health solutions company with a strong health, wellness, and prevention orientation.

Throughout his career, Pat has been active in community and professional organizations. He is a board member for a diverse group of organizations, including the National Institute of Health Care Management (NIHCM), Sanford-Burnham Medical Research Institute, America's Health Insurance Plans (AHIP), and the Oliver Wyman Innovation Center Advisory Board. He is a member of United Way's board of trustees and, in 2011, was appointed to the Florida Council of 100. In addition, Pat chaired the Minnesota chapter of CEOs Against Cancer and was selected the National CEO of the Year for 2011 by the American Cancer Society. He also has received many awards from the community. He received the 2013 Humanitarian of the Year Award from Kappa Alpha Psi for his leadership on diversity issues, the American Values Award for his outstanding leadership and commitment to the community from the North Florida Council Boy Scouts of America, The Jefferson Award for Public Service at BCBSMN, the 2012 Game Changer Award from Politic365, and the Gold Standard from the CEOs Roundtable in support of the American Cancer Society with BCBSMN and Florida Blue. In 2014, Pat was named Floridian of the Year by Florida Trend magazine for his outstanding leadership.

Pat frequently speaks on a range of health care topics including the impact of health care reform, payment reform strategies, innovation in health care, and prevention and wellness. He has appeared on NBC's "Meet the Press," MSNBC's "Morning Joe," Bloomberg TV's "Street Smart" and "Capitol Gains" programs, Wall Street Journal's "Money Beat," "Fox Business News," and "PBS Nightly Business Report." Additionally, he has been featured in Florida Trend magazine, the Wall Street Journal, New York Times, Florida Times Union, Miami Herald, Tampa Tribune, Tampa Bay Times, and Orlando Sentinel, among other publications.

Pat holds a bachelor of arts degree from Colgate University and has participated in executive education programs at Harvard University School of Public Health and the Wharton School at the University of Pennsylvania.

PANEL #1

Panelist Biographies



R. Travis Storey

*Office Managing Partner,
Jacksonville*

KPMG LLP

Travis Storey is the office managing partner of KPMG's Jacksonville office, one of the leading accounting and business Advisory practices in North Florida. As office managing partner, Travis is responsible for managing the Jacksonville practice and is directly responsible for client satisfaction, business development, and community involvement in the Jacksonville market. Travis joined KPMG in 2002. He was previously the office managing partner of Arthur Andersen's Jacksonville office. Travis started his career with the Atlanta office of Arthur Andersen in 1977. He transferred to Jacksonville in 1988 and was promoted to partner in 1990.

Travis is very active in the Jacksonville community. He has served on a number of civic and business-related boards and committees including the following:

- The Children's Christmas Party of Jacksonville (which he and his wife, Margaret, founded)
 - Chairman (1998, 2001)
 - Board of Directors (1998–Present)
- Dreams Come True
 - Board of Directors (1989–Present)
 - Chairman (1991, 1992)
- Jacksonville Chamber of Commerce
 - Executive Committee and Board of Directors (1990, 1995)
 - Treasurer (1990, 1995)
 - Trustee (1996, 2002, 2009–Present)
- Jacksonville Symphony Orchestra
 - Board of Directors (1993, 2013)
 - Executive Committee (1994, 2002)
 - Vice Chairman—Development (1995, 1997)
 - Chairman (1998, 2000)
- United Way of North Florida
 - Chairman of the Board of Trustees (2011–Present)
 - Alexis de Tocqueville Society Chairman (2009–2011)
 - Board of Trustees (2001–Present)
 - Audit Committee Chairman (2007–2011)
 - Treasurer (2001, 2005)
 - Board of Directors (1993, 2000)

Travis graduated with honors from the University of Georgia in 1975 and received a masters of accountancy degree in 1977. He is a Certified Public Accountant in Florida and Georgia.

PANEL #1

Panelist Biographies



N. Wyman Winbush

*Northeast Florida Software
Sales Leader*
IBM

Board Member
JEA

N. Wyman Winbush currently is the Northeast Florida software sales leader for IBM. He's held this position since 2010 and has been with IBM for more than 24 years. Prior to joining IBM, he served seven years in the Navy as a helicopter pilot and served another 23 years in the Naval Reserves before retiring as a Captain with 30 years of total service. Wyman also serves as the president of Kairos International, where he speaks, consults, and trains on leadership, peak performance, transformational growth, and other topics.

A native of Kissimmee, Florida, Wyman is a 1982 graduate of the U.S. Naval Academy with a BS degree in political science and a 1989 graduate of Jacksonville University, where he earned his MBA degree.

Wyman is an active community volunteer having served on the board of Volunteer Jacksonville, the Florida Board of Communities in Schools, and the Jacksonville Blueprint for Leadership Advisory Committee, and is currently serving on the Jacksonville Education Fund Advisory Committee. He served 10 years as a gubernatorial appointee to the District Board of Trustees of Florida State College at Jacksonville, including two as its chairman.

Wyman is an Elder at his church, Bethel Baptist Institutional Church, where he provides leadership to its Men's Ministry. He and his wife, Rosemary, have three children.

Wyman was appointed to the JEA Board in May 2013.

PANEL #2

Panelist Biographies



Liz Dantin

*Senior Vice President and
Chief Audit Officer*

Fidelity National Financial

Liz Dantin is the chief audit officer for Fidelity National Financial, Inc. (FNF), a leading provider of title insurance, technology, and transaction services to the real estate and mortgage industries, and the majority and minority equity investor in a number of entities. Under her leadership, the Audit Services team performs objective assurance and consulting activities that are designed to add value and improve operations. Since joining FNF over seven years ago, Liz has been actively involved in enhancing its internal audit procedures in the areas of compliance, fraud, and financial controls. With recent acquisitions, Liz also oversees the audit activities of several FNF investments.

Prior to joining FNF, Liz was a partner with PricewaterhouseCoopers, an international accounting and consulting firm. Liz worked with internal audit departments for several national and international public companies to develop internal controls and implement corporate governance and compliance programs.

Liz was graduated from Loyola University with degrees in accounting and finance. Liz is a Certified Public Accountant and a Certified Internal Auditor. She serves on the board of directors and is treasurer of the North Florida Council of the Boy Scouts of America. Liz enjoys living at the beach with her son and two daughters.

PANEL #2

Panelist Biographies



Rear Admiral Marsha J. "Marty" Evans, U.S. Navy (Ret.)

*Chair, Audit Committee,
Weight Watchers
International*

*Chair, Nominating and
Governance Committee
The North Highland Company*

Marty Evans' career has combined military service and leadership of the nation's premier nonprofit organizations. During her nearly 30 year career in the U.S. Navy, assignments included command of Treasure Island Naval Station (San Francisco), The George C. Marshall Center (Garmisch, Germany), Navy Recruiting and the Naval Postgraduate School. She attained the rank of rear admiral and was the highest-ranking woman in the Navy. She retired from the Navy in 1998.

Admiral Evans then served as the CEO of Girl Scouts of the USA from 1998 to 2002 and as the president and CEO of the American Red Cross from 2002 through 2005. Most recently, she was the acting commissioner of the Ladies Professional Golf Association. She serves on the board of The First Tee. She has over 30 cumulative years of experience on boards of NYSE-registered companies.

PANEL #2

Panelist Biographies



Dr. Veronica Scott-Fulton

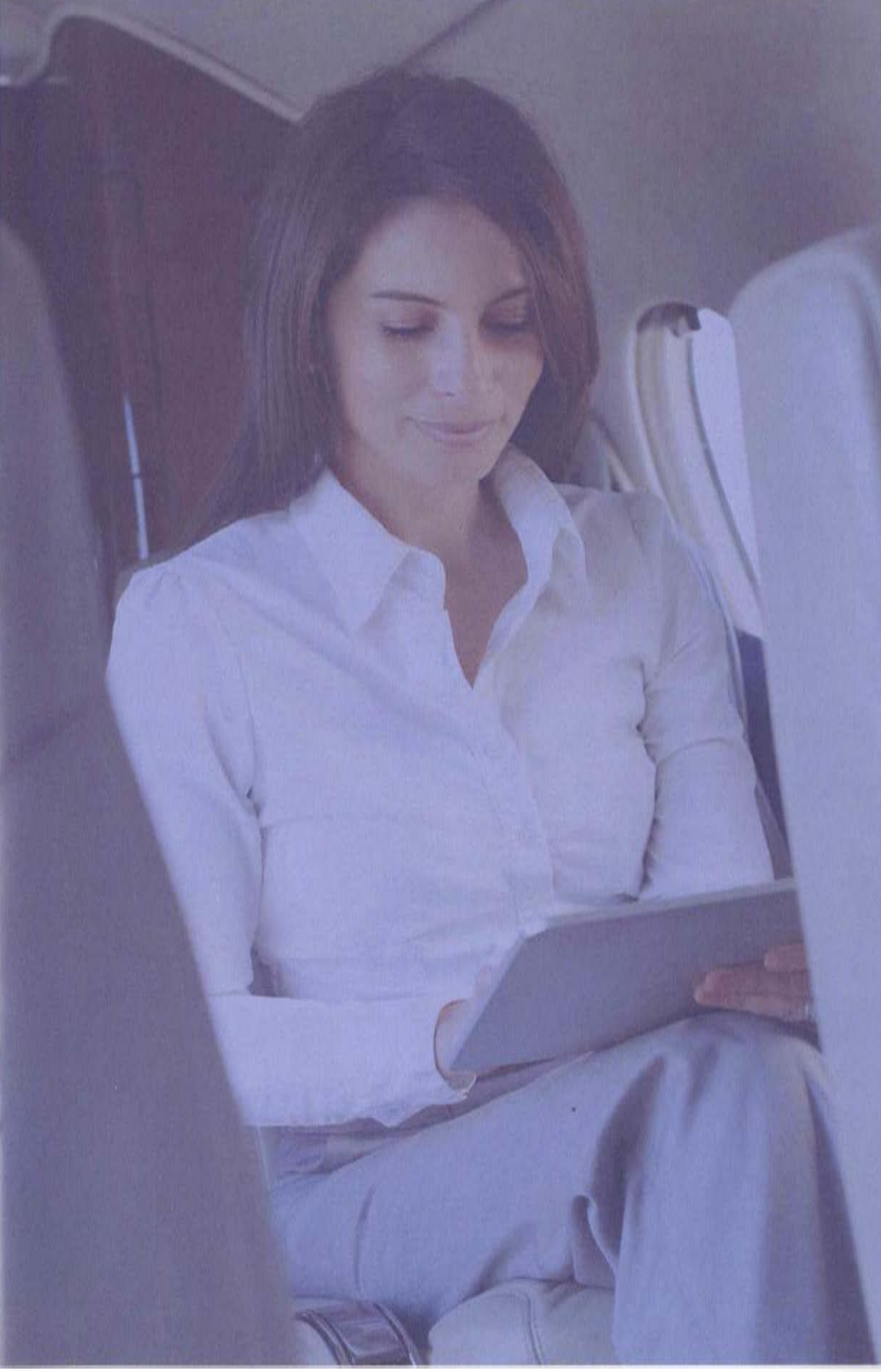
*Vice President of Operations
and Patient Care Services*

Wolfson Children's Hospital

Dr. Veronica Scott-Fulton, DNP, MBA, MHA, BSN, RN is the vice president of Operations and Patient Care Services at Wolfson Children's Hospital in Jacksonville, Florida, the only Pediatric comprehensive referral hospital throughout North Florida. Before joining Wolfson Children's Hospital in June 2013, Veronica served as the administrative director of Nursing Operations and Medical-Surgical Services at Miami Children's Hospital in Miami Florida.


Veronica has a bachelor of arts degree in sociology and psychology, as well as a master of public health administration degree from the University of South Carolina in Columbia. She also earned a bachelor of science degree in nursing from the Medical University of South Carolina in Charleston, and a doctor of nursing practice degree from the University of Miami.

Veronica currently is a member of the Board of the South Florida Organization of Nurse Executives and the Doctors of Nursing Practice.



Sponsor Ads





**Our resources.
Your results.**

+ Let Acosta make your sales and marketing vision a reality.

Why do the top consumer packaged goods brands choose Acosta? Because we deliver integrated sales and marketing solutions that drive superior results. As the industry leader, we offer strategic insight, essential expertise, unparalleled coverage, and the most innovative technology. Our ultimate goal? To act as an extension of our clients' teams, deploying our resources to help them achieve superior results for their brands.

www.acosta.com

ACOSTA
SALES & MARKETING

Trusted Brands Trust Us.



The Adecco logo consists of the word "Adecco" in white, sans-serif font, centered within a solid red rectangular box.

better work, better life

We're leading the way
for the leaders of tomorrow.

Adecco Group North America
is proud to sponsor the Jacksonville
Women's Leadership Forum.

We share your commitment to
supporting and advancing the
next generation of female leaders.



To learn more about how we are leading the way in workplace
diversity and inclusion initiatives, or to find out about our extensive
staffing solutions and specialties, visit **adeccogroupna.com** today!

The Adecco Group North America family of companies:

Adecco | Modis | Accounting Principals | Special Counsel
Ajilon Professional Staffing | Parker + Lynch | Beeline
Entegee | Soliant | Lee Hecht Harrison | Pontoon



Kathy survived a heart attack. And got her second chance.

She knew something was wrong, but never imagined a heart attack at 47. Baptist Beaches emergency team restarted her heart three times before transporting her by Life Flight to Baptist Heart Hospital, where cardiologists opened two blocked arteries. Afterwards, she decided to make some big changes. With the support of her cardiac rehabilitation specialist, Kathy quit smoking, started exercising and learned to eat a heart-healthy diet. Now 60 pounds lighter and chasing her grandchildren around, Kathy's living proof that a comprehensive, coordinated and compassionate approach to cardiovascular care is changing health care for good.

To make an appointment with a Baptist Primary Care physician or a cardiologist from Baptist Heart Specialists, please call 904.202.CARE.

Black Knight is ...

DEVELOPMENT.

Employee development is critical to the success of Black Knight's business and its people.

We offer all employees continuous learning through an online training portal, lunch-and-learn sessions, instructional webinars and in-person training classes. For new managers, Black Knight offers a Leadership Essentials program to strengthen core managerial competencies and interpersonal skills to improve team performance, increase employee morale and enhance collaboration.

Development of our employees' talents is one more reason why Black Knight is ready for today ... and prepared for tomorrow.

- **Mortgage Origination Technology and Services**
- **Loan Servicing Technology and Services**
- **Default Servicing Technology and Services**
- **Data & Analytics for the Mortgage and Non-Mortgage Markets**
- **Technology for Multiple Listing Services**

844.474.2537
www.BKFS.com

**BLACK KNIGHT™**
FINANCIAL SERVICES

Proud sponsors of the Jacksonville Women's Leadership Forum.



2014 Mercedes-Benz S-Class



[...]

Some of the freight we carry isn't moved with a forklift. Whether it ends up in your cupboard today or your driveway tomorrow, CSX moves the essentials in life from manufacturer to you. Learn more at csx.com.

How tomorrow moves



Leadership Matters.

The Energy Authority's expertise in energy marketing and risk management enables public utilities to fully optimize the value of their assets while navigating the changing energy industry.



Developing industry leaders.

Jacksonville • Portland • Seattle
800.423.4800 teainc.org

PROUD TO SUPPORT **JACKSONVILLE** **WOMEN'S** **LEADERSHIP** **FORUM 2014**

Fidelity National Financial supports the initiative recognizing the need for strategic collaborative programming to help support and advance the next generation of female leaders within our organizations and business community.





Florida Blue
is a proud sponsor of the
2014 Jacksonville Women's Leadership Forum

Florida Blue 

In the pursuit of health®

Florida's Blue Cross and Blue Shield Plan

Florida Blue is a trade name of Blue Cross and Blue Shield of Florida, Inc.,
an Independent Licensee of the Blue Cross and Blue Shield Association.

75647-0214

Holland & Knight is a proud sponsor of the
Jacksonville Women's Leadership Forum.

We are committed to supporting and advancing female leadership in the workplace and in our communities.

Holland & Knight

www.hklaw.com

Christina Schwing, Partner, Commercial Litigation

Miriam Sowinski, Associate, Business

Jacksonville, FL | 904.353.2000



Leadership takes many forms . . .

Replace a light bulb with a compact fluorescent light bulb, and you're one step closer to a better environment. Making the world a better place is our goal, too. Imagine what we can do working together.



JEA is a not-for-profit community-owned utility.





cutting through complexity

Inspiring Talent

KPMG believes that bringing women together to share resources, leverage ideas, and grow their circles of influence creates a business environment that inspires talent.

KPMG is committed to developing, mentoring, and creating leadership opportunities for all women—preparing each of them for our evolving world.

We congratulate the Jacksonville Women's Leadership Forum for encouraging women to be successful leaders in their careers, communities, and lives.

kpmg.com

U.S. member firm of the KPMG network, a Swiss entity known as KPMG Network ("KPMG Network"), a Swiss entity known as KPMG Network ("KPMG Network"). The KPMG name, logo and "cutting through complexity" slogan are trademarks of KPMG International, NPO/PS 119397.

You know
the industry.

TO LEARN MORE

SCAN HERE



You know
the people.

You're ready to take your knowledge to the next level.
You're ready for Landstar.



www.facebook.com/LandstarAgents

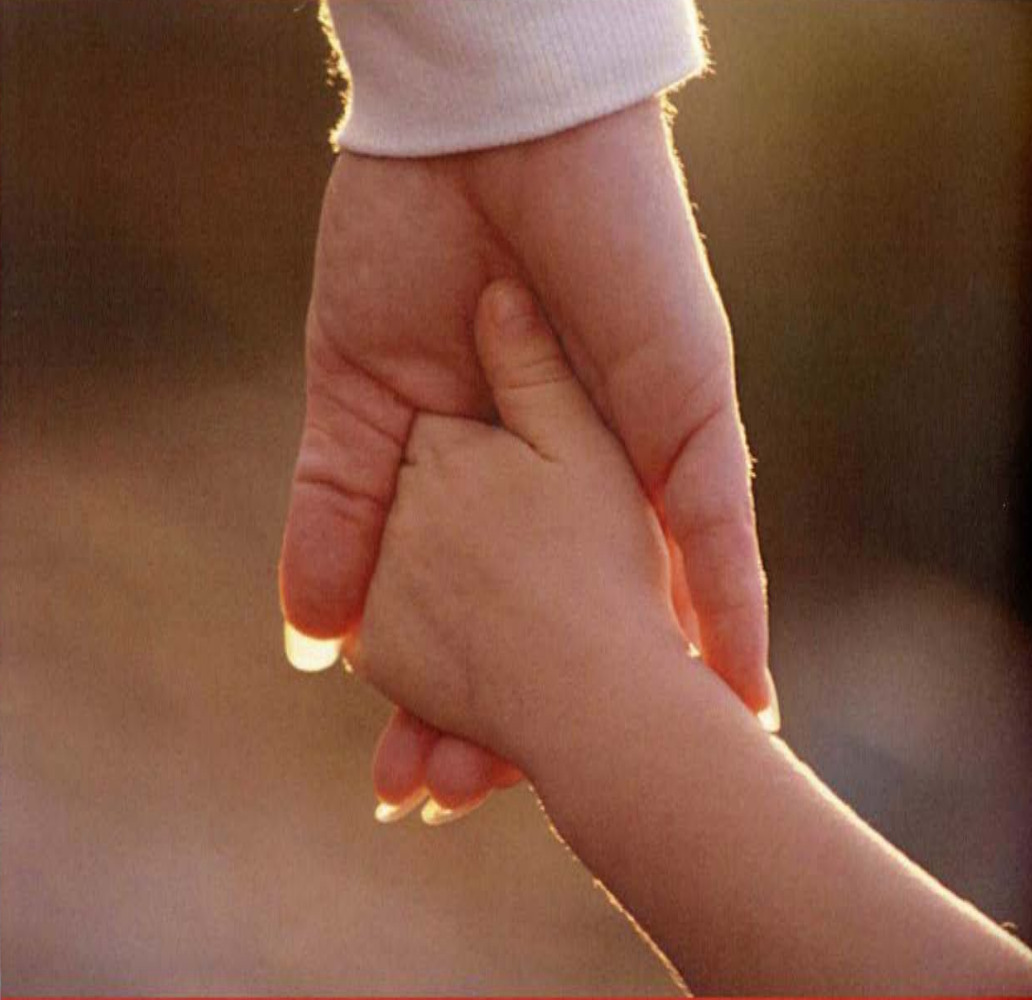
LANDSTAR ★
Agent

1-888-949-2880 | www.landstar.com
email: agentrecruiting@landstar.com

Landstar understands what it's like to be a small business owner. We are 100% small business focused. You need access to safe, reliable transportation capacity and logistics solutions for your customers. **Landstar has that.**

You want to design your own business plan, set your own goals and rely on yourself for the same growth you've helped others achieve. **Landstar gets that.**

You want name recognition, financial strength, industry respect, and most of all, a team of people who understand you and your needs. **Landstar is that.**



*Proudly supporting women
of every generation*

Winn✓Dixie

winndixie.com



Special Thanks

In addition to thanking our sponsors, we want to extend a special word of thanks to the members of the planning committee. Each person worked tirelessly to develop this event.

Jacksonville Women's Leadership Forum Board Members

- Margaret Downey, Chairwoman, President
- Judy Macdonald, Vice-Chairwoman, Vice President
- Chris Schwing, Secretary
- Cindy Rose, Treasurer
- Susan Boggs
- Stephanie Coonan
- Ruth Day
- Vicki Harris
- Jackie Love
- Elaine Myers
- Susan Pokorny
- Tera Tuten
- Elana Schrader
- Miriam Sowinski
- Walette Stanford
- Pauline Williams-Banta

Committee Members

- Shelby Brethour
- Becky Steele
- Vilma Consuegra
- Jessica Sullivan
- Charlene Shirk

Forum host: Florida Blue

Programs courtesy of KPMG LLP

**Event planning assistance provided by Charlene Shirk,
C. Shirk Productions**

Jacksonville Women's Leadership Forum is grateful to the sponsors



cutting through complexity

Florida Blue 
In the pursuit of health[®]



ACOSTA
SALES & MARKETING

 **The Energy Authority[®]**
The Strategic Partner for Public Power

Adecco Group
North America



 **BAPTIST
HEALTH**

Winn  Dixie

JEA
Building Community[®]

BLACK  KNIGHT[™]
FINANCIAL SERVICES

 **FIDELITY**
NATIONAL FINANCIAL

Holland & Knight

A Special Thanks to:

Brumos  Mercedes-Benz
MOTOR CARS of Orange Park

 **SIGHT & SOUND
PRODUCTIONS**
See it. Hear it. Experience it.

For sponsoring
Contacts Count Pre-event
Networking Reception

For sponsoring
in-kind audio
visual services

NOTES:

The Jacksonville Women's Leadership Forum is planning to host educational business discussions at various corporations throughout the year. These lunch and learn sessions will showcase local companies; educating you on what they do and how they contribute to the local economy. These events will also provide a great opportunity to network with your peers in an intimate setting. Visit our Web site for more details. <http://www.jwlf.org>.

- **May** – Networking Reception
- **June** – Florida Blue
- **September** – Acosta Sales and Marketing
- **October** – JEA
- **November** – Holland + Knight LLP



We encourage you to tweet about the event using #jwlf2014